Rating

0.00

0.00

Orders

Order / Rev:

103575

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

08/29/12 - 09/04/12

Original Date / Rev:

06/26/12 / 08/31/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

KSNV

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

15%

00:05:00

Advertiser

Name:

Priority:

Demographic:

Heller, Dean for U.S. Senate Levised

POLITICAL/AGY, PCAN, GEN

A35+

Product Codes:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date **End Date** 08/27/12

Spots Gross Amount 09/04/12 51

Net Amount \$37,425.00 \$31,811.25 Totals Month

Spots Gross Amount Net Amount September 2012 51 \$37,425.00 \$31,811.25 51 Totals \$37,425.00 \$31,811.25

Account Executives

Account Executive Amy McCreary

Sales Office Sales Region Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Order Share

Share Total 23% \$37,425.00 100%

KSNV Market

\$162,717.39

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,578.26
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,289.13
KTUD	1%	\$1,627.17
KVVU	15%	\$24,407.61
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,390.22

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
١	E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/	MgsW	5-6a	WTF	:30 3	\$400.001	0.00 NM	3	\$1,200.00
					M-F 5-6a WakeUp w	/Wagners							
		NEWS									1		
		. Star	rt Date	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating					
	W	eek: 08/	27/12	09/02/12	WTF	3	\$400.00	0.00					

Print Date: 09/04/12 08:48:53

KSNV

Page 2 of 4

Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Flight Dates:

08/29/12 - 09/04/12

Estimate:

Ln Ch	Start	End	Inventory Code	Brook	Start/End Ti	ma Dave	len Sn	ote	Pate Dri	Dta Tuna G	2note	Amount
			Inventory Code		5-6a		Len Sp			Rtg Type S		Amount
E 1 KSNV	08/29/1	2 08/31/12	M-F 5-6a WakeU M-F 5-6a WakeU	-	5-0a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		09/02/12	WTF	3	\$400.00	0.00	.00		£400.004	0.00 NA4		# 000 00
E 2 KSNV NEWS	09/03/1	2 09/04/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	МТ	:30	2	\$400.001	0.00 NM	2	\$800.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	MT	2	\$400.00	0.00	.00		#700 004	0.00.1114		4700.00
	08/29/1	2 08/29/12	M-F 6-7a WakeU M-F 6-7a WakeU	_	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 08/		09/02/12	W	<u>opota/110001</u>	\$700.00	0.00						
		·	M-F 6-7a WakeU	M@sW/w q	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS			M-F 6-7a WakeU	-					·			-
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	М	1	\$700.00	0.00						
		2 09/04/12	Today Show Today Show	СМ	658a-9am	»Тинин»	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	SHOW											
	irt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating				*		
E 6 KSNV		09/09/12 12 08/30/12	Today Show	CM	\$1,400.00 658a-9am	0.00 T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY	CHOW		Today Show									
	' SHOW irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ŀ		
Week: 08		09/02/12	T		\$1,400.00	0.00						
			M-F Today Show M-F Today Show	II 3rd HBM	9-10a	W-F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
TODAY	SHOW	II	in a rouge one									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08	/27/12	09/02/12	W-F	2	\$500.00	0.00						
E 8 KSNV	09/04/1	12 09/04/12	M-F Today Show M-F Today Shov		9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
TODAY	SHOW	II										•
		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/09/12	-T	1	\$500.00	0.00			0005.004	0.00.111.5		# 050.00
E 9 KSNV	09/03/	12 09/04/12	M-F Today Show Today 4th Hour	/ III 4th Bivi	10am-11am	-T	:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY	SHOW	Ш	roday 401 Hour									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 09	/03/12	09/09/12	-T	2	\$325.00	0.00						
E10 KSNV	08/29/	12 08/31/12	M-F Today Show Today 4th Hour	/ III 4th BSM	10am-11am	⊶⊸WTF⊶⊷	:30	3	\$325.001	0.00 NM	3	\$975.00
	r show											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 08		09/02/12	WTF	3	•	0.00			#40E 004	0.00 104		\$050.00
⊨11 KSNV	08/30/	12 08/31/12	Noon News	СМ	12-1230pm	TF	:30	2	\$425.001	0.00 NM	2	\$850,00
NEWS			Noon News							1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		09/02/12	TF	2		0.00						
E 12 KSNV	09/03/	12 09/04/12	Noon News Noon News	СМ	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Weel		Rating	-					
Week: 09		09/09/12	-T		\$425.00	0.00	······································					
E 13 KSNV	09/03/	12 09/04/12		CM	5-630p	MT	:30	4	\$1,000.001	0.00 N M	4	\$4,000.00

Print Date: 09/04/12 08:48:53 Page 3 of 4

KSNV

Order / Rev: 103575
Alt Order #: 06829900

Advertiser:

Heller, Dean for U.S. Senate

06829900 Product Desc;

HELLER FOR SENATE

Flight Dates: 08/2

08/29/12 - 09/04/12

Oddot Desc. TILLELITT ON OLIVAT

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots Rate Pri	Rtg Type S	Spots	Amount
			M-F Early News M-F Early News								
NEWS			•								
	rt Date	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week	Rate	Rating					
Week: 09/			M-F Early News		\$1,000.00 5-630p	0.00 WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
L 14 NOW	00/20/1	2 00/01/12	M-F Early News	Oill	о ооор	,,,,	.00	σ ψ1,000.001	0.00 14141	J	ψυ,000.00
NEWS											
<u>Sta</u> Week: 08/	rt Date	End Date 09/02/12	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00			ı		
E 15 KSNV				СМ	7-730pm	F	:30	1 \$1,000,001	0.00 NM	1	\$1,000.00
			M-F Wheel of Fo					7.,			7 . ,
WHEEL		Cad Data	Minaledare	Consta (Monde	Dete	Dating			l		
Sta Week: 08/	<u>irt Date</u> /27/12	End Date 09/02/12	<u>Weekdays</u>	Spots/Week 1	Rate \$1,000.00	Rating 0.00			1		
E 16 KSNV			M-F Wheel	СМ	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
			M-F Wheel of Fo	rtune							
WHEEL	L art Date	End Date	Weekdays	Spots/Week	Rate	Rating		•			
Week: 09		09/09/12	MT		\$1,000.00	0.00					
	Date Ra		<u>escription</u>		/End Time	_	<u> Veekdays</u>		Rtg Type		
		2-09/09/12 N	I-F Wheel	7-73	Opm	Ŋ	V.T	- :30 (\$1,000.00)	0.00 NM		
	e MG 16 BC NEW	.3 S SPECIAL]						4.			
-		-	/heel of Fortune in	PRIME M-SA	4 8-11p / SUN		-T	- :30 \$1,000.00	0.00 NM		
_	G for 16.2										
	P CHANG		Face to Face w/	PolotonCM	730-758pm	MT	:30	2 \$800.001	0.00 NM	2	P4 C00 00
E I/ NONV	บอเบอเ	12 09/04/12	Face to Face w/		730-730piii	lal I	.30	2 \$600.001	0.00 NM	2	\$1,600.00
FACE											
<u>Sta</u> Week: 09	art Date	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$800.00	Rating 0.00					
	n Date Ra		escription		/End Time		Weekdays	Length Rate	Rtg Type		
			ace to Face w/ Ra		758pm	- !	мт				
	e MG 17										
-		'S SPECIAL] 2-09/04/12 F	ace to Face in PR	IME 8-11	nm		-T	- :30 \$800.00	0.00 NM		
	G for 17.2		400 (0 1 400 111 1 (Pili		•	.00 4000.00	0.00 14141		
	P CHAN										
E18 KSNV	08/29/	12 08/31/12	Face to Face w/		730-758pm	F	- :30	1 \$800.001	0.00 NM	1	\$800.00
FACE			Face to Face w/	J.Raiston							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08		09/02/12	F	1	\$800.00	0.00					
E 19 KSNV	08/30/	12 08/30/12	M-F News 3 at E		11pm-1135p	mT	- :30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS			M-F News 3 at E	deven							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating		•	0		
Week: 08		09/02/12	T		\$1,100.00	0.00					
E 20 KSNV	09/03/	12 09/03/12	M-F News 3 at E M-F News 3 at E		11pm-1135p	m M	- :30	1 \$1,100.001	0.00 NM	. 1	\$1,100.00
NEWS	3		M-L MCM3 2 at F	LICVOII						ı	
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ı	
Week: 09		09/09/12	M		\$1,100.00	0.00		D #4.400.004	0.00.111	. ^	MD 000 05
E 21 KSNV	09/01/	12 109/02/12	Sa-Su News 3 at Sa-Su News 3 a		11pm-1135p	omSS	5 :30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS	3		110110 U U	.,						1	
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08		09/02/12	News 3 Sunrise		\$1,100.00 6a-7a	0.00 S	- :30	1 \$350.001	0.00 NM	1	\$350.00
EZZ NONV	08/01/	12 00/01/12	News 3 Sunrise		Ja-ra	5	30	1	U.UU INIVI	i İ	φ350.00

Print Date: 09/04/12 08:48:54

Totals

\$37,425.00

Page 4 of 4 Order / Rev: 103575 Advertiser: Heller, Dean for U.S. Senate 06829900 Alt Order #: HELLER FOR SENATE Product Desc: **KSNV**

Estimate:

08/29/12 - 09/04/12

Flight Dates:

Ln Ch Start Inventory Code Break Start/End Time End Davs Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Spots/Week Weekdays <u>Rate</u> Rating ----S-Week: 08/27/12 09/02/12 \$350.00 0.00 E 23 KSNV 09/01/12 09/02/12 Sa-Su Early News CM 5pm-630pm ----SS :30 \$650,001 0.00 NM \$1,300.00 2 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/27/12 09/02/12 ----SS \$650.00 0.00 E 24 KSNV 09/02/12 09/02/12 Sunday Today CM 0.00 NM 7a-8am ----s :30 \$625.001 1 \$625.00 Sunday Today SUN TODAY <u>Weekdays</u> Start Date End Date Spots/Week Rate Rating 09/02/12 ----S \$625.00 Week: 08/27/12 0.00 E 25 KSNV 09/02/12 09/02/12 Sports Night in Las VegaSM Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT **End Date** Rating Start Date Weekdays Spots/Week Rate Week: 08/27/12 09/02/12 \$400.00 0.00 N 26 KSNV 08/29/12 08/29/12 Noon News 12-1230pm CM --W----:30 \$425.001 0.00 NM \$425.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 --W----\$425.00 0.00 N27 KSNV 08/29/12 08/30/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN -- WT---:30 0.00 NM 2 \$1,000.001 \$2,000.00 Wheel in Prime WHEEL Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/27/12 09/02/12 ~~WT~~~ 2 \$1,000.00 0.00 N 28 KSNV 08/29/12 08/30/12 Face to Face in PRIME CM --WT---:30 \$800.001 MN 00.0 \$1,600.00 Face to Face in PRIME FACE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 --WT---\$800.00 0.00 N 29 KSNV 09/03/12 09/04/12 M-F Today Show III 4th 13M 10am-11am MT----:30 \$325.001 0.00 NM \$325.00 Today 4th Hour **Weekdays** Start Date End Date Spots/Week <u>Rate</u> Rating MT----Week: 09/03/12 09/09/12 \$325.00 0.00